

Amendment to Claims

Claimed is:

1. (cancelled)
2. (cancelled)
3. (withdrawn) The product of claim 1 wherein the fastener comprises a post having a bulbous end distal the second side of the conforming pad.
4. (withdrawn) The product of claim 1 wherein the fastener comprises a magnet.
5. (withdrawn) The product of claim 1 wherein the fastener comprises a hook portion of a hook and loop fastener.
6. (withdrawn) The product of claim 1 wherein the fastener comprises a loop portion of a hook and loop fastener.
7. (withdrawn) A support product for holding unmounted media, the product comprising:  
a conforming pad for conforming shapewise to the unmounted medium, the conforming pad having a first side and a second side;  
a releasable adhesive for bonding the unmounted medium to the conforming pad,  
the adhesive being fixed to the first side of the conforming pad;  
the adhesive in use bonding the first side of the conforming pad to the unmounted medium so that the pad assumes the shape of the medium where the adhesive contacts the medium;  
a fastener for engaging a mounting surface,  
the fastener being fixed to the conforming pad;  
the fastener having a plurality of fastener components, and  
any fastener component from the plurality of fastener components extending outwardly from the second side of the conforming pad.

8. (withdrawn) The product of claim 7 wherein a fastener component from the plurality of fastener components comprises a post having a pointed end distal the second side of the conforming pad.

9. (withdrawn) The product of claim 7 wherein a fastener component from the plurality of fastener components comprises a post having a bulbous end distal the second side of the conforming pad.

10. (withdrawn) The product of claim 7 wherein a fastener component from the plurality of fastener components comprises a magnet.

11. (original) A support product for holding an unmounted medium, the unmounted medium changing shape over time between a restrained shape and an unrestrained shape, the product comprising:  
a conforming pad,

the conforming pad having a first side and a second side, where the second side is opposite the first side;

a releasable adhesive in use bonding the first side of the conforming pad to the unmounted medium;

the adhesive in use, as the medium changes shape, causing the first side to change between a substantially planar configuration and a curved configuration;

a fastener for engaging a mounting surface;

the fastener being fixed to the conforming pad; and

the fastener extending outwardly from the second side of the conforming pad.

12. (original) The product of claim 3 wherein the fastener comprises a post having a pointed end distal the second side of the conforming product.

13. (cancelled)